

Mobility Options Action Team
Meeting Notes
May 18, 2004

Attendance	Doug Anderson, Sharen Blowers, Gregory Dahlin, K. John Egelhaaf, Snehamay Khasnabis, Peter Lenz, Rick Lyles, Erin Shelton, Kevin Wisselink, Stuart Lindsay (recorder)
Meeting Overview <i>(25 words or less)</i>	The team finalized a framework for surveying the perception of poor service and created a list of survey recipients. The group began discussing “Gaps in Service”.
Meeting Notes	<p>1. Kevin Wisselink gave a report on the recent meeting of action team moderators. Seven teams were represented at this meeting. The meeting, attended by MDOT Director Gloria Jeff and Chief Deputy Director Kirk Steudle emphasized the value of each team developing specific, tangible action items. Developed action items would ideally involve active participation and teaming among members of the entire transportation community statewide, in the attainment of chosen action item.</p> <p>2. The team discussed the possibility of a joint meeting with the Asset Management Action Team, which could involve either representatives from both teams or all team members in a joint session. Kevin reported there are no Asset Management sub-teams in place at this time, but he will discuss a joint representative meeting with the Asset Management team moderator, to discuss mutual issues and priorities.</p> <p>3. <u>Perception of Poor Service</u>. The team next took up discussion of planned action around its identified Issue #2, Perception of Poor Service. A previously agreed action item was development of a survey of users, non-users, and transportation providers, on their perceptions of public transportation service quality.</p> <p>Rick Lyles presented a handout as a starting point for a possible survey on perceptions of poor service. The team began identifying priority groups to be considered for inclusion in the survey. These groups are:</p> <ul style="list-style-type: none">• schools (early primary school through college);• metropolitan planning organizations and organizations such as MPOs; recreational clubs for walkers and cyclists; employers; rideshare organizations and organizations such as MichiVan (for information on ridership profiles and usage);• hospitals and healthcare facilities;• customers at Michigan Secretary of State offices;• gas station and retail store customers. <p>Also discussed was the need to include survey questions designed to assess rider perceptions of inter-city bus, rail, and air transportation service.</p>

4. Gaps in Service The team next took up discussion of its planned action steps involving its identified Issue #1, Gaps in Service. The planned action steps are to document the gaps in service and make strategic recommendations to fill the gaps.

Discussion centered on how to use the variety of anecdotal evidence about gaps, and the potential problem that citizen/customer perception about gaps may in some instances differ from the reality of the situation. Given these potential problems, the question arises of how to start to measure both real and perceived gaps in transportation service.

The issue of identifying a proper measurement goal, e.g., measuring gaps in statewide transportation vs. measuring gaps from a local perspective. Also important is to identify customer perceptions of their transportation “wants vs. needs” and to recognize that needs and desires may be defined differently depending on the group being asked.

One suggested approach would be to start with a relatively broad brush mapping of gaps, then add ideas of how a more specific survey and analysis of gaps might be conducted.

Other thoughts from the team on analysis of gaps included:

- (1) possible use of GIS mapping techniques to identify gaps;
- (2) identify perceptions of service gaps as distinct from reality of gaps and customer expectations about service;
- (3) need to develop a clear definition of “gap in service”, e.g. it is critical to define “gap” before you begin trying to measure it;
- (4) need to determine if there is a standard that defines “gap” in transportation service.

5. The team then turned to a discussion of its overall goal for this issue, that is, what it is the team wants to produce on this issue by the end of its deliberations later in 2004. Discussion centered on the importance of knowing who/what is the end user of the analysis, e.g., the “transportation community” that will be receiving the team’s product on this issue, and to whom the action team’s recommendations will be “marching orders” for specific action. Team members discussed the importance of providing a realistic, “useable” product that end users (planners, policy makers) can focus on to improve mobility. One possible end product could be a listing of best practices, that is, models that have been employed in Michigan and nationally to close gaps in service. In summary, team members decided it will be important to keep these questions in mind and keep this discussion going as the team’s product emerges.

Action Items

The Mobility Options Team discussed Issue #2.

Issue #2: Perception of poor Service.

Goal: Improve the perception. Improve the reality/performance.

Action: Survey perceptions of users and non-users.

Provide education and incentives to people, business, and school systems to encourage utilizing mobility options.

The team finalized the methodology presented by the subcommittee for developing a survey. Attached is the draft. A list of who will be surveyed and who will be accountable for delivery was compiled. The subcommittee will report back to the Action Team with a draft of the survey.

Continued timeline for task completion is as follows:

June full team discussion and information gathering on Issue #1.

July full team discussion and information gathering on Issue #1.

August full team discussion and information gathering on Issue #3.

September presentation and finalizing actions of Issue #3.

**Proposed
Agenda Topics
For Next
Meeting**

1. Full team discussion and information gathering Issue #1, Gaps in Service.
2. Draft Agenda for Next Meeting.

**Next Meeting
Dates**

1. Tuesday, June 15, 2004
1:00-4:00 pm
CATA Board Room, 4615 Tranter Avenue, Lansing MI 48910
2. Tuesday, July 20, 2004
1:00-4:00 pm
CATA Board Room, 4615 Tranter Avenue, Lansing MI 48910